truck industry news

Registrations down 26 pct. in first half; all markets weaker

First-half registrations of new trucks of all types in the U. S. declined sharply from a year ago, with significant downturns in two of the three market segments and losses in seven of the eight weight classifications.

In the first six months, according to R. L. Polk & Co. statistics, there were 1,302,202 new-truck registrations, a decline of 26.6 percent from the year-ago 1,774,709 and 30.2 percent below the all-time first-half high of 1,866,659 units set in 1978.

The total for June was down 23.9 percent from last year, 210,673 units versus 276,894.

Through June, registrations of light trucks totaled 1,171,995 units, 26.5 percent below last year's 1,593,542. Medium trucks suffered the biggest losses—30,238 tallies versus 74,488, a decline of 59.4 percent. Heavies were off 6.3 percent, from a record 106,679 a year ago to 99,969.

All three light-truck groups were down from a year ago in the first half. Group 1, with a big assist from the growth in demand for the compact pickup trucks, was down only 9.1 percent, from 636,248 a year ago to 578,184.

Group 2 registrations were 36.6 percent below last year's count, dropping from 930,036 to 590,101. The Group 3 total sagged 86.4 percent, from 27,258 a year ago to only 3,710 units this year.

From a percentage standpoint, Group 4 was the biggest loser in the first six months. Registrations were down 96.5 percent, from 4,330 in 1979 to a mere 150 units this year.

The drastic declines in Groups

Continued on Page 48, Col. 1

Group 7 surge softens decline in HD registrations

As a result of a spectacular surge in registrations of new Group 7 trucks in the U. S., the first-half total for the heavies dropped only 6.3 percent below the record level of a year ago.

R. L. Polk & Co. reported 99,969 Groups 7 and 8 registrations in the January-June period, compared with 106,679 units in the same period in 1979.

The Group 7 tallies were up 75.5 percent in the first six months of 1980, from 23,048 a year ago to 40,450. The Group 8 count, on the other hand, fell 28.8 percent below last year's

Continued on Page 48, Col. 1

U. S. TRUCK REGISTRATIONS

SIX MONTHS, 1980 VS. 1979★

Based on R. L. Polk & Co. statistical report

	6 mos., 1980	Percent Share of '80 market	6 mos., 1979	Percent Share of '79 Market	Pct. pt. Change, '80-'79
Ford	415,599	31.92	572,434	32.26	− 0.34
Chevrolet	395,036	30.34	570,616	32.15	− 1.81
Dodge	119,765	9.20	184,165	10.38	− 1.18
GMC	97,653	7.50	135,792	7.65	− 0.15
Jeep	42,508	3.26	73,424	4.14	− 0.88
International	28,744	2.28	56,361	3.18	− 0.90
Plymouth*	15,255	1.17	10,175	0.86	+ 0.31
Mack	11,449	0.88	15,247	0.57	+ 0.31
Kenworth	6,443	0.50	7,386	0.42	+ 0.08
Freightliner	6,004	0.46	6,612	0.37	+ 0.09
Peterbilt	3,947	0.30	4,765	0.28	+ 0.02
White	2,629	0.20	4,986	0.27	− 0.07
Autocar	874	0.07	1,123	0.06	+ 0.01
Western Star	528	0.04	546	0.03	+ 0.01
Volvo	352	0.03	320	0.02	+ 0.01
Diamond Reo	60	.....	.....	.....	.....
Miscellaneous**	154,356	11.85	130,757	7.36	+ 4.49
TOTALS	1,302,202	100.00	1,774,709	100.00	.....

★—No registrations for Oklahoma, 1980 and 1979; Iowa and Utah, June, 1979.

U.S. HEAVY DUTY REGISTRATIONS

SIX MONTHS, 1980 VS. 1979★

Based on R. L. Polk & Co. statistical report

	6 mos., 1980	Percent Share of '80 market	6 mos., 1979	Percent Share of '79 Market	Pct. pt. Change, '80-'79
Ford	25,330	25.34	18,960	17.77	+ 7.57
GMC	16,047	16.05	9,598	9.00	+ 7.05
International	15,735	15.74	32,578	30.48	−14.74
Mack	11,309	11.31	15,247	14.29	− 2.98
Chevrolet	8,822	8.82	3,071	2.88	+ 5.94
Kenworth	6,443	6.45	7,386	6.92	− 0.47
Freightliner	6,004	6.01	6,612	6.20	− 0.19
Peterbilt	3,947	3.95	4,765	4.47	− 0.52
White	2,629	2.63	4,986	4.68	− 2.05
Autocar	874	0.87	1,123	1.05	− 0.18
Western Star	528	0.53	546	0.51	+ 0.02
Volvo	350	0.35	320	0.03	+ 0.32
Diamond Reo	60	0.06	.....	.....	+ 0.06
Miscellaneous	1,891	1.89	1,547	1.72	+ 0.17
TOTALS	99,969	100.00	106,679	100.00	.....

★—Groups 7 and 8 trucks only; no registrations for Oklahoma, 1980 and 1979; Iowa and Utah, June, 1979.

All markets weaker

Truck registrations off 26 pct. in first half

Continued from Page 16

3 and 4 registrations reflect to a large extent the slump in sales and shipments of recreational vehicles. Group 4 tallies are mainly motor-home chassis and Dodge accounted for 144 of the 150 units registered in the first half. A year ago, it had all but three of the 4,330 units registered.

Group 5 was down the least among the mediums in the January-June period. This year's total was 1,199, a drop of 12.2 percent below last year's 1,366.

Group 6, until three years ago the third-largest classification, was down 58 percent from a year ago because of the steady growth of mid-range diesels and the reclassification of many of these vehicles as Group 7 trucks.

In the first six months of 1980, according to R. L. Polk, only 28,889 Group 6 trucks were registered in the U. S., compared with 68,792 in the like period a year ago.

Group 7 surge softens decline in HD registrations

Continued from Page 16

level, from a record 83,631 to 59,519 units.

Reclassification of many trucks that previously had been registered as Group 6 vehicles—due principally to operators' switch to the heavier mid-range diesels—was responsible for the Group 7 surge and a sharp decline in Group 6 tallies.

In the first six months, according to Polk statistics, only 28,889 Group 6 vehicles were registered, a decline of 58 percent from the 68,792 units tallied in the same period in 1979.

June registrations of new heavy trucks in the U. S. totaled 14,756 units, down 14.4 percent from last year's 17,245.

Ford, GMC and Chevrolet, again due to the surge in Group 7 registrations, increased their share of total industry registrations dramatically in the first half. International, the perennial heavy-truck leader, suffered the sharpest decline because of a six-month strike which started last November.

No. 1 Ford's penetration was 7.57 percentage points higher than a year ago, GMC's was up 7.05 points and Chevrolet posted a 5.94 point gain. International's share slumped 14.74 points below the 1979 figure, and the loss in registrations dropped IH from first to third in the first-half standings.

• Group 7 was the lone weight classification to show an increase over 1979, and its advance—again as a result of the growth in mid-range diesel demand — was spectacular. The six-month count was 40,450 units, up 75.5 percent over last year's 23,048.

Registrations of new Group 8 trucks were down 28.8 percent from last year's record high, 59,519 versus 83,631 units.

For the first six months, Ford was No. 1 in new-truck registrations, with a lead of more than 20,000 units over second-place Chevrolet. Both, however, lost penetration because of the downturn in light-truck sales, which account for 40 percent of industry truck sales.

Chevrolet was the biggest loser, down 1.81 percentage points from a year ago, and Dodge was a close second with a downturn of 1.18 points. The miscellaneous group, on the strength of the compact-pickup market, scored the biggest advance—an increase of 4.49 points over last year.

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

SIX MONTHS, 1980 VS. 1979★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	June, '80	.....	.....	.....	.....	.....	.....	.....	76	76
	June, '79	.....	.....	.....	.....	.....	.....	.....	219	219
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	574	574
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	1,123	1,123
BROCKWAY	June, '80	.....	.....	.....	.....	.....	.....	.....	.....	.....
	June, '79	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	.....	.....
CHEVROLET	June, '80	31,683	31,132	19	.....	94	848	917	212	64,894
	June, '79	34,563	47,700	336	.....	154	2,570	56	406	85,787
	Year to Date '80	189,682	188,542	716	.....	850	6,424	7,141	1,981	395,836
	Year to Date '79	233,626	312,981	3,666	.....	880	16,392	797	2,274	570,616
(Memo Units)#	June, '80	11,574	8,381	.....	.....	.....	.....	.....	.....	19,955
	June, '79	15,349	13,511	.....	.....	.....	.....	.....	.....	28,860
	Year to Date '80	86,346	55,283	.....	.....	.....	.....	.....	.....	141,629
	Year to Date '79	104,066	90,901	.....	.....	.....	.....	.....	.....	194,967
DIAMOND REO	June, '80	.....	.....	.....	.....	.....	.....	.....	14	14
	June, '79	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	60	60
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	.....	.....
DODGE	June, '80	8,009	11,764	609	2	.....	.....	.....	.....	20,384
	June, '79	8,873	15,437	3,881	6	.....	.....	.....	.....	28,197
	Year to Date '80	47,495	59,513	2,613	144	.....	.....	.....	.....	119,765
	Year to Date '79	51,149	105,862	22,827	4,327	.....	.....	.....	.....	184,165
(Memo Units)#	June, '80	5,483	7,491	417	.....	.....	.....	.....	.....	13,391
	June, '79	5,415	8,561	3,692	.....	.....	.....	.....	.....	17,668
	Year to Date '80	31,948	44,777	1,307	.....	.....	.....	.....	.....	78,032
	Year to Date '79	30,365	57,203	18,443	.....	.....	.....	.....	.....	106,011
FORD	June, '80	19,863	42,306	89	.....	.....	1,725	3,149	1,288	68,320
	June, '79	22,313	56,866	28	.....	.....	3,877	1,143	1,893	86,120
	Year to Date '80	126,992	252,813	366	.....	.....	10,886	17,498	7,832	415,590
	Year to Date '79	143,704	362,509	204	.....	.....	27,057	7,572	11,388	572,434
(Memo Units)#	June, '80	7,588	15,054	.....	.....	.....	.....	.....	.....	22,642
	June, '79	8,254	17,768	.....	.....	.....	.....	.....	.....	26,022
	Year to Date '80	53,234	84,713	.....	.....	.....	.....	.....	.....	137,947
	Year to Date '79	57,449	118,320	.....	.....	.....	.....	.....	.....	175,769
FREIGHTLINER	June, '80	.....	.....	.....	.....	.....	.....	.....	764	764
	June, '79	.....	.....	.....	.....	.....	.....	.....	902	902
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	6,894	6,894
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	6,612	6,612
VOLVO	June, '80	.....	.....	.....	.....	.....	.....	46	7	43
	June, '79	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '80	.....	.....	.....	.....	.....	2	309	41	352
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	.....	.....
GMC	June, '80	4,903	7,879	.....	.....	51	544	840	1,149	15,456
	June, '79	4,946	12,637	27	.....	76	1,929	114	1,353	21,082
	Year to Date '80	26,380	50,088	4	.....	336	4,798	7,589	8,458	97,653
	Year to Date '79	31,691	81,304	532	.....	473	12,194	880	8,718	135,792
(Memo Units)#	June, '80	736	2,085	.....	.....	.....	.....	.....	.....	2,821
	June, '79	1,061	3,635	.....	.....	.....	.....	.....	.....	4,696
	Year to Date '80	5,007	14,023	.....	.....	.....	.....	.....	.....	19,030
	Year to Date '79	6,187	23,968	.....	.....	.....	.....	.....	.....	30,155
INTERNATIONAL	June, '80	.....	1,412	.....	.....	.....	634	1,877	1,499	4,873
	June, '79	.....	1,666	.....	.....	.....	2,063	2,433	3,406	9,568
	Year to Date '80	.....	8,112	.....	.....	.....	5,897	7,849	8,886	29,744
	Year to Date '79	.....	11,850	.....	.....	.....	11,993	13,099	19,419	56,361
(Memo Units)#	June, '80	.....	.....	.....	.....	.....	.....	.....	.....	.....
	June, '79	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	.....	.....
JEEP	June, '80	4,160	2,093	.....	.....	.....	.....	.....	.....	6,253
	June, '79	6,987	3,877	.....	.....	.....	.....	.....	.....	10,864
	Year to Date '80	26,495	16,013	.....	.....	.....	.....	.....	.....	42,508
	Year to Date '79	40,718	32,706	.....	.....	.....	.....	.....	.....	73,424
(Memo Units)#	June, '80	4,160	1,566	.....	.....	.....	.....	.....	.....	5,726
	June, '79	6,987	1,685	.....	.....	.....	.....	.....	.....	8,672
	Year to Date '80	26,495	11,915	.....	.....	.....	.....	.....	.....	38,410
	Year to Date '79	40,718	14,533	.....	.....	.....	.....	.....	.....	55,251
KENWORTH	June, '80	.....	.....	.....	.....	.....	.....	.....	821	821
	June, '79	.....	.....	.....	.....	.....	.....	.....	1,119	1,119
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	6,443	6,443
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	7,386	7,386
MACK	June, '80	.....	.....	.....	.....	.....	42	.....	1,723	1,765
	June, '79	.....	.....	.....	.....	.....	.....	.....	2,489	2,489
	Year to Date '80	.....	.....	.....	.....	.....	140	.....	11,309	11,449
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	15,247	15,247
PETERBILT	June, '80	.....	.....	.....	.....	.....	.....	.....	485	485
	June, '79	.....	.....	.....	.....	.....	.....	.....	645	645
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	3,947	3,947
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	4,765	4,765
PLYMOUTH	June, '80	1,365	825	.....	.....	.....	.....	.....	.....	2,190
	June, '79	1,389	205	.....	.....	.....	.....	.....	.....	1,594
	Year to Date '80	10,363	4,892	.....	.....	.....	.....	.....	.....	15,255
	Year to Date '79	7,359	2,816	.....	.....	.....	.....	.....	.....	10,175
WESTERN STAR	June, '80	.....	.....	.....	.....	.....	.....	.....	61	61
	June, '79	.....	.....	.....	.....	.....	.....	.....	89	89
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	528	528
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	546	546
WHITE	June, '80	.....	.....	.....	.....	.....	.....	.....	493	493
	June, '79	.....	.....	.....	.....	.....	.....	.....	638	638
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	2,629	2,629
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	4,986	4,986
MISCELLANEOUS*	June, '80	23,513	4	.....	.....	.....	230	130	184	24,061
	June, '79	27,039	1	3	1	1	198	163	175	27,581
	Year to Date '80	150,887	8	11	6	13	1,548	864	1,027	154,366
	Year to Date '79	128,001	8	29	3	13	1,156	700	1,165	131,075
TOTALS	June, '80	93,586	97,415	698	2	145	4,981	6,159	8,597	210,673
	June, '79	106,110	138,389	4,275	7	231	10,637	3,909	13,336	276,894
	Year to Date '80	578,184	590,101	3,718	150	1,199	28,889	48,450	58,519	1,302,202
	Year to Date '79	636,248	930,036	27,258	4,330	1,366	68,792	23,048	83,631	1,774,709

★—No Oklahoma and Connecticut registrations 1980 and 1979; Iowa and Utah, June, 1979.

NOTE: 1980 figures include window vans, 1979 totals do not.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks, Ford, Econoline and Bronco; GMC, Vandura, Jimmy and Sprint; International Scout, Jeep, CJ-5, CJ-7. *—Miscellaneous includes imports, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data.

BEST COPY AVAILABLE

Used car sales

Auction averages

August to date	$3,649
Month ago	$3,227
Year ago	$3,253

Model breakdown

Auction averages

	AUGUST TO DATE	JULY	JUNE
1980	$6,247	$5,662	$5,821
1979	4,977	4,900	4,650
1978	3,756	3,631	3,501
1977	3,214	3,048	2,981
1976	2,537	2,214	2,328
1975	1,811	1,711	1,772
1974	1,337	1,240	1,343
1973	863	968	1,084
Overall Average	$3,649	$3,299	$3,349

U. S. makers schedule 525,829 cars

September target lowest since 1970

By Michele Raquepau
Staff Writer

Forecasted auto production by U. S. makers for September is 525,829, the lowest for the month in a decade.

In September of 1970, a recession year, 478,322 cars were assembled.

The September projection is a 15.71 percent decline from the 623,866 units built in the month last year.

Volkswagen of America, which will be closed for model-year changeover from Aug. 29 to Sept. 22, will experience the greatest production loss. VWoA has scheduled 2,461 units for the month, a drop of 85.72 percent from the 17,230 built in September of 1979.

American Motors has planned 15,000 cars, a decline of 27.49 percent from the 20,688 of last September. AMC's Kenosha plant is scheduled to work regular hours this week.

The 66,000 autos Chrysler Corp. plans to build in September is a drop of 8.36 percent from the 72,024 of the month last year. All Chrysler auto assembly plants are working regular schedules this week except Lynch Rd. (Chrysler, Plymouth), which remains down for model changeover.

Ford Motor Co. has scheduled 122,000 a slide of 17.36 percent from the 147,632 it produced in September, 1979. Last week, Ford's Metuchen, Chicago, Kansas City and San Jose plants were down. Metuchen is scheduled to remain down this week for changeover to production of the Escort and Lynx.

General Motors' estimated 320,000 units is a 12.55 percent decline from the 365,936 autos it assembled in September last year. This week, GM's Arlington (Malibu, Monte Carlo, Cutlass), Fairfax (Buick, Oldsmobile, Pontiac), Fremont, (Century, Regal, Malibu, Monte Carlo) and Norwood (Camaro, Firebird) plants are scheduled to begin 1981 model output.

According to GM's changeover schedule, all auto assembly plants except Doraville, Framingham and Leeds will have begun 1981-model output by this week. The three plants which remain down are scheduled to open in early September.

Checker Motors, with 368 units planned, will increase output this September by 3.37 percent over the 356 of the month in 1979.

Auto production last week of 96,556 increased 29.27 percent over the 74,693 of the previous week, but declined 5.01 percent from the 101,644 cars built in the comparable 1979 week.

Year-to-date output of 4,100,498 is a 29.19 percent drop from the 5,791,223 units produced by this date in 1979.

September truck production slated to hit 13-year low

Projected truck production by U. S. makers in September of 132,216 is the lowest for the month since 106,937 trucks were built in September of 1967.

The September forecast is a 28.63 percent drop from the 185,248 units assembled in the month last year.

Chrysler Corp. has scheduled 11,000 units, a decline of 18.52 percent from the 13,501 of last September. Chrysler's Warren truck plant will work regular hours this week.

Ford Motor Co. plans to build 54,000 trucks in September, a drop of 12.94 percent from the 62,028 built in September, 1979. According to Ford's changeover schedule, all truck assembly plants have begun 1981-model output, although Kentucky Truck was down last week.

International's estimated 8,500 units is a 14.83 percent drop from the 9,980 of last September. The 1,725 trucks Mack plans to build in September is a 41.47 percent decline from the 2,947 of the month last year.

Jeep, which is back to full production, has scheduled 8,000 units for September, a fall of 26.03 percent from the 10,815 it assembled in September of 1979.

AM General Corp.'s planned 1,000 units is a 44.57 percent decline from the 1,804 of last September. Miscellaneous truck makers will build 2,640 units this September, a slide of 7.37 percent from the 2,850 of the month last year.

General Motors' estimated 45,000 trucks is a 44.67 percent decline from the 81,323 it assembled in September, 1979. According to GM's changeover schedule, all its truck assembly plants have begun 1981-model output.

Volkswagen of America, which did not begin truck output until the last quarter of 1979, has scheduled 351 units for September.

Truck production last week of 21,697 rose a slight 0.07 percent over the 21,681 of the previous week, but declined 11.38 percent from the 24,484 of the comparable 1979 week.

The year's cumulative truck output of 995,992 is a 56.08 percent decline from the 2,267,578 assembled by this date in 1979.

TRUCK PRODUCTION IN U. S.†

	Week Ended Aug. 23, 1980	Same Week 1979	Week Ended Aug. 16, 1980	August Estimate	Jan. 1, to Aug. 25, 1979	Jan. 1, to Aug. 23, 1980
CHEVROLET	1,360	9,673	1,943	6,838	716,017	295,437
DODGE/PLYMOUTH	1,000	.....	438	1,515	257,537	86,234
FORD	13,804	4,680	13,734	38,894	793,939	352,054
GMC	1,045	3,575	1,322	4,321	242,354	104,039
INTERNATIONAL	2,115	2,205	2,094	6,658	90,407	39,068
MACK	480	794	324	804	24,534	15,721
JEEP	190*	2,400*	190*	380*	99,076*	51,485*
AM CORP.	428*	457*	428*	1,329*	16,014*	6,051*
VOLKSWAGEN	625	.....	608	1,954	.....	19,628
MISCELLANEOUS	650*	700	600	1,964*	27,700	26,275*
Total Trucks, U. S.	21,697	24,484	21,681	64,657	2,267,578	995,992

CANADIAN TRUCK PRODUCTION

	Week Ended Aug. 23, 1980	Same Week 1979	Week Ended Aug. 16, 1980	August Estimate	Jan. 1, to Aug. 25, 1979	Jan. 1, to Aug. 23, 1980
CHRYSLER CORP.	1,888	.....	1,625	5,274	40,108	28,554
FORD MOTOR	3,262	3,354	983	6,251	160,795	116,425
GENERAL MOTORS	5,488	3,683	3,314	11,029	190,762	160,703
AMERICAN MOTORS	.....	1,060	.....	.....	37,741	11,644
INTERNATIONAL	475	476	480	1,415	13,607	10,739
MACK	40	83	26	66	2,418	1,483
Total Trucks, Canada	11,153	8,656	6,428	24,035	445,431	329,548
N. American Trucks	32,850	33,140	28,109	88,692	2,713,009	1,325,540

†—Now includes van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

Car, truck output in Canada climbs 70 pct. for week

Car and truck production by Canadian makers last week rose over 70 percent from the previous week's totals.

Auto output last week of 10,288 increased 70.73 percent over the 6,026 of the previous week, but declined 14.58 percent from the 12,044 of the comparable 1979 week.

Year-to-date production of 533,021 is a 18.67 percent drop from the 655,390 assembled by this date in 1979.

The 11,153 trucks built in Canada last week was a 73.51 percent rise over the 6,428 of the previous week. Last week's total was a 28.85 percent increase over the 8,656 trucks built in the comparable 1979 week.

The year's cumulative total of 329,548 is a 26.02 percent drop from the 445,431 trucks produced by this date in 1979.

Chrysler Corp.'s Windsor car and van plants are scheduled to work regular hours through September.

American Motors' Brampton plant is closed for conversion to Eagle and Concord production and is scheduled to reopen the first week of November.

Ford Motor Co.'s Oakville car and truck plants have resumed regular hours. Its St. Thomas point will close in mid-December for conversion to Escort and Lynx production. St. Thomas is scheduled to reopen in early January.

General Motors' Oshawa car plant was not scheduled to resume full output until Sept. 1, but a GM spokesman said Oshawa will be back to full production today (Aug. 25). All GM truck plants have resumed regular hours.

GM's St. Therese point, which has been down since July 24, was not scheduled to reopen until Sept. 25. The spokesman said St. Therese will also be back to full output today.

U. S. CAR PRODUCTION

	Week Ended Aug. 23, 1980	Same Week 1979	Week Ended Aug. 16, 1980	August Estimate	Jan. 1, to Aug. 25, 1979	Jan. 1, to Aug. 23, 1980
AMERICAN MOTORS	4,286*	5,000*	4,286*	13,302*	105,325*	110,450*
Eagle	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
'78 AMX	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	9,550	13,948	7,978	23,038	607,787	379,943
Plymouth Total	4,250	5,627	3,510	10,443	244,669	173,258
Horizon	3,300	3,359	3,114	8,985	111,410	102,666
Volare	.....	1,777	.....	.....	127,374	51,740
'80 Gran Fury	.....	423	.....	.....	310	13,311
Caravelle	100	68	95	215	5,575	4,298
Reliant	850	.....	301	1,243	.....	1,243
Chrysler Total	1,200	2,709	1,174	2,899	127,925	50,719
Chrysler	.....	1,580	.....	.....	61,301	11,516
LeBaron	1,200	1,129	1,174	2,899	66,624	39,203
Dodge Total	4,100	5,612	3,294	9,696	235,193	155,966
Omni	2,750	2,721	2,450	7,279	98,721	88,341
St. Regis	.....	707	.....	.....	20,039	10,724
Diplomat	600	693	616	1,387	30,803	18,972
Aspen	.....	1,491	.....	.....	85,630	36,899
Aries	750	.....	228	1,030	.....	1,030
FORD MOTOR	15,439	29,654	16,271	46,854	1,459,990	783,143
Ford Division	9,265	22,390	10,741	28,940	968,296	571,091
Pinto	.....	3,244	.....	.....	125,091	68,179
Mustang II/Mustang	3,179	5,946	4,906	11,769	255,699	157,071
Fairmont	.....	5,474	2,847	6,223	140,465	154,556
Granada	1,075	1,036	955	2,635	106,573	52,047
LTD II	.....	.....	.....	.....	22,746	.....
Thunderbird	2,277	4,212	.....	2,277	191,550	79,660
Ford	1,680	2,478	1,512	4,463	126,172	58,005
Escort	1,054	.....	519	1,573	.....	1,573
L-M Division	6,174	7,264	5,530	17,914	491,694	212,052
Mercury Total	4,516	4,901	4,222	13,749	388,581	187,778
Bobcat	.....	811	.....	.....	33,473	12,445
Capri	982	1,443	1,580	4,392	75,050	46,283
Zephyr	.....	1,080	1,000	2,313	44,776	50,129
Monarch	.....	250	.....	.....	47,977	16,409
Cougar/XR7	2,232	1,317	230	2,771	108,153	28,528
Mercury	990	.....	1,273	3,822	79,152	33,533
Lynx	312	.....	139	451	.....	451
Lincoln Total	1,658	2,363	1,308	4,165	103,113	24,274
Lincoln	747	1,166	594	1,894	51,455	9,805
Versailles	.....	.....	.....	.....	9,249	1,861
Mark VI	911	1,197	714	2,271	42,409	12,608
GENERAL MOTORS	62,821	49,599	41,800	148,794	3,499,931	2,686,295
Buick Division	9,295	9,574	5,057	18,957	509,912	514,895
Skyhawk	.....	523	.....	.....	16,098	.....
Skylark/'79-'80	3,555	2,676	1,353	9,194	63,791	147,840
Century	1,668	896	1,286	2,954	34,486	110,518
Regal	1,932	3,984	1,482	3,568	179,447	133,153
Buick	2,016	1,371	932	3,113	178,752	95,488
Riviera	124	124	4	128	37,338	27,887
Cadillac Division	1,370	.....	.....	1,370	241,167	126,125
Seville	.....	.....	.....	.....	30,574	21,265
Cadillac	1,370	.....	.....	1,370	162,929	71,636
Eldorado	.....	.....	.....	.....	47,664	33,224
Chevrolet Division	35,640	25,800	21,599	84,994	1,539,731	1,158,308
Chevette	13,925	7,215	9,430	34,476	270,468	312,807
Monza	3,050	3,357	2,937	9,864	103,117	112,439
Camaro	860	1,077	.....	1,182	186,674	80,625
Nova/Citation	13,485	8,350	5,234	29,259	180,514	316,613
Malibu	915	2,912	708	2,420	268,883	166,674
Monte Carlo	205	1,838	82	446	160,579	60,896
Chevrolet	2,400	54	2,379	4,779	336,949	77,273
Corvette	800	997	829	2,568	32,547	28,981
Oldsmobile Division	7,635	7,253	1,787	12,819	701,703	507,219
Starfire	.....	447	.....	.....	13,879	.....
Omega/'79-'80	1,828	1,008	205	3,939	30,220	78,189
Cutlass	2,200	5,665	1,548	5,000	354,290	258,492
Oldsmobile	3,540	10	34	3,813	267,298	145,355
Toronado	67	123	.....	67	36,016	25,183
Pontiac Division	8,881	6,972	13,357	30,654	507,418	379,748
Acadian†	255	285	134	623	12,321	14,874
Sunbird	3,350	2,210	3,510	10,737	67,110	100,320
Phoenix/'79-'80	1,060	2,502	7,181	11,545	50,511	96,224
Firebird	581	875	.....	742	139,701	52,272
LeMans	1,285	1,100	941	2,419	62,379	37,030
Grand Prix	2,350	.....	1,591	4,424	64,118	39,864
Pontiac	.....	.....	.....	164	111,278	39,164
VOLKSWAGEN	4,375	3,346	4,270	13,742	115,043	138,838
CHECKER	85*	97	88	259	3,147	1,829
Total Cars, N. S.	96,556	101,644	74,693	245,989	5,791,223	4,100,498

CANADIAN CAR PRODUCTION

	Week Ended Aug. 23, 1980	Same Week 1979	Week Ended Aug. 16, 1980	August Estimate	Jan. 1, to Aug. 25, 1979	Jan. 1, to Aug. 23, 1980
CHRYSLER CORP.	2,096	1,586	1,539	4,508	75,143	43,086
FORD MOTOR	5,600	6,267	3,623	15,805	205,670	165,881
GENERAL MOTORS	2,592	4,011	864	5,587	369,145	317,676
VOLVO	.....	180	.....	50	5,432	6,378
Total Cars, Canada	10,288	12,044	6,026	25,950	655,390	533,021
N. American Cars	89,659	113,688	77,416	251,451	6,446,613	4,613,031
N. American Trucks	32,850	33,140	28,109	88,692	2,713,009	1,325,540
North American Cars and Trucks	122,509	146,828	105,525	340,143	9,159,622	5,938,571

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

Automotive News

Detroit, September 1, 1980

© Entire contents copyright, 1980, by Crain Automotive Group, Inc. All rights reserved. Reproduction or use of editorial content in any manner without permission is strictly prohibited.
56th year—$35 per year, $1.00 per copy

EPA relaxes emission rule to aid industry

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — EPA is doing its bit to help the auto industry.

The latest move is to drop an emission-control requirement for 1982 and later model cars, light and heavy trucks to remove all but one of the idle-speed settings of the carburetor in the emissions testing requirements.

The relatively minor change in a procedure is estimated to save millions of dollars a year—at least according to Ford Motor Co.—for the hard-pressed automakers.

EPA said the move stems from President Carter's recent request to EPA to review its regulations to help the industry so long as no significant environmental harm results.

EPA's Michael Walsh, in sending out the letters, says that new data reveal that idle speed changes are less likely to raise emissions than originally thought.

Ford Motor earlier had told EPA that cropping the idle-speed requirements would save the industry $250 to $350 million a year in development and hardware costs. Although Ford was the prime mover in arguing for the change, EPA expects all to benefit.

In the letter sent to all engine makers for cars, light trucks, and heavy trucks and buses, Walsh said: "EPA has decided that it is in the nation's best interest to delete this requirement until such time that surveillance data might demonstrate that maladjustment of idle speed has a more significant effect than indicated on current technology vehicles."

• In 1979, EPA issued rules about idle speed and other "parameter adjustments." Those which state that 1981 and later models must meet emission standards at various air-fuel mixtures and choke settings remain in effect and have already been met by the manufacturers.

In order to meet the requirements of the Clean Air Act, EPA must notify engine makers before Sept. 1 of the calendar year two years before the affected model year. This means that EPA will not require 1982 and later model engines to meet standards at all possible engine speeds, but instead will stay with its current system of testing emissions at a single idle speed recommended by the manufacturer.

Although EPA says there are

Continued on Page 37, Col. 5

New coupe

Mercedes-Benz prepares 500-SCE

A fashionable coupe, the Mercedes-Benz 500-SCE is being developed for presentation at the Geneva Motor Show next spring. It is based on the S-class generation of sedans and will be available as a 280-SC, 280-SCE, 380-SCE or 500-SCE. Price in Germany is expected to start at about $22,000. No date has been set for entry into the U. S. market.

Not all imports share in gains of sales per dealer

By Kathleen Hamilton
News Editor

The first half of 1980 may have been a boom time for import sales, but the most recent AUTOMOTIVE NEWS survey of sales per dealership proves not all import franchises shared the euphoria.

The Top 20 makes improved their 1979 first-half sales per dealer an average of 3 during the first half of 1980.

But only four makes accounted for the improvement. Fourteen import makes sold fewer cars per deal in the first half of 1980. And two makes — Audi and BMW — remained unchanged.

According to country of origin, Japanese makes improved their average sales per dealer and the European makes lost ground—with the exception of

Tables on Page 37.

German makes, which turned in the same average sales per dealership (31) as one year earlier.

Average sales per Japanese make improved from 102 in mid-1979 to 115 on July 1, 1980, for an increase of 13.

Toyota dealers averaged 50 more sales in the first half of 1980 than they did in 1979. Their average sales of 295 broke their old first-half record of 254, set in the July, 1977, census. Toyota's total of 295 is also the highest recorded by any import make since AUTOMOTIVE NEWS began compiling midyear totals in 1958.

Datsun dealers also improved their average first-half sales in 1980—259 sales per dealer was an increase of 36 over the 1979 first-half level of 223, the former record.

• The Misubishi-built Plymouth Arrow was the only other Japanese make of the Top 20 to improve its sales-per-dealer figure. It was up 4 since mid-1979, to 17.

Honda's loss of 15 sales per dealership caused it to slide from the No. 1 spot—which it held in the July, 1979, and January, 1980, tabulations—to No. 3, behind Toyota and Datsun.

Other Japanese makes that turned in reduced sales-per-dealer numbers were Mazda, down 10; Subaru, down 1, and Colt, down 1.

Helped by Westmoreland Rabbits, Volkswagen dealers averaged 12 more sales in the first half of 1980 than they did during the same period of 1979. Nonetheless, VW continued to hold the same No. 4 spot it has held since July, 1976.

But other German makes offset VW's gain, so that all German makes turned in an average of 31 sales per dealer both this July 1 and last.

The losers were Mercedes-Benz, down 6; Porsche, down 6 and the German-built Ford Fiesta, down 1.

As noted, Audi and BMW remained unchanged. BMW's performance was good enough to tie its midyear record of 49, set in 1977 and duplicated in 1979.

• Dealers selling imports from the rest of Europe had a decrease of 14 in their average sales compared with the first half of 1979. Their 1980 average was 26 sales per deal.

Average sales per Renault dealer were down 19, due to its

Continued on Page 37, Col. 2

Ford encounters problem with 1.3-liter Escort

'81 MPG rating sliced for X-cars

By Bob Irvin
Editor-at-Large

DETROIT.—Some of Detroit's new generation of front-drive economy cars aren't quite as economical as was first thought.

Specifically, Ford is having mileage problems with the 1.3-liter version of its new Escort/Lynx, as is General Motors with the 2.5-liter engine in its famed X-car.

The 1981 model of the X-car is not as gas-thrifty as the original model introduced last year. It will have an EPA rating of 22 MPG for 1981 with a manual or automatic transmission. In 1980, the manual transmission model was rated at 24 MPG, the automatic at 22 MPG.

These are the figures for the Chevrolet Citation, although the engine is actually built by Pontiac. It is used in all GM X-cars, including the Citation, Pontiac Phoenix, Oldsmobile Omega and Buick Skylark.

GM officials offered several explanations for the drop in X-car mileage. They said year-to-year differences are possible in mileage numbers due to test variability and shifts in the expected sales mix. (The fuel economy label for a given car line is based partly on the forecast sales breakdown of two and four-door cars of different weights.)

They also noted that federal pollution controls are stiffer for 1981 models and this also affects fuel economy ratings.

But the X-car also uses an optional 2.8-liter V-6 built by Chevrolet. And this engine is up in mileage. It will be rated at 21 MPG, an increase of 1 MPG from 1980.

Moreover, GM will post a 4-MPG gain on the Chevette, from 26 MPG in 1980 to 30 MPG in 1981.

One way GM is planning to post a general increase is by using electronic engine controls across the board, which will help meet the new carbon monoxide and nitrogen oxide emission levels and yet coax more economy from the engine.

Thus, GM said, "overall we are looking at approximately a 23-MPG fleet average in 1981, an increase of over 1 MPG from 1980."

Chrysler officials were elated by the GM 2.5-liter figures. This means their new K-car will have a 3-MPG fuel-economy edge. It will carry a 25-MPG city driving rating.

Overall, Chrysler's total fleet of cars will average 25.5 MPG, up from 21.3 MPG in 1980. Federal law requires each manufacturer to build a fleet of cars averaging 22 MPG in 1981, up from 20 MPG in 1980.

Ford Motor Co. has not released its 1981 expected average yet. And it is having problems getting its hoped-for mileage with the new four-cylinder, 1.3-

Continued on Page 37, Col. 1

East Wind

This issue contains an Extra section on the Japanese.

breaking news

Honda Ballad due in '82

TOKYO. — Honda Motor Co. is developing another new car, this one called the Ballad, which reportedly is sized between the Civic and Accord. Although Honda has no plans to export the Ballad to the U. S., it is believed a version of the car will be assembled in Britain by BL, where it is codenamed Bounty. In Europe, the car will wear a Triumph badge when it is introduced in 1982. Sources say the Ballad/Bounty may be offered in one or two basic styles and will use the same four-cylinder CVCC engine and front-drive transaxle as current Honda models.

Japanese trade missions to visit U. S.

WASHINGTON.—Two missions from the Japanese auto industry will visit the U. S. this month. One mission will investigate the feasibility of Japanese producers investing in licensing and joint-venture arrangements with U. S. manufacturers of auto parts. The other will seek an increase in direct U. S. exports of auto parts to Japan. The missions are part of the President's program to assist the U. S. auto industry.

Nigeria to assemble Ford trucks

DEARBORN.—Ford Motor Co. has reached overall agreement with Steyr-Nigeria on the assembly of up to 2,000 Ford D-series trucks annually at Steyr's new Nigerian plant at Bauchi. The trucks will be assembled from completely knock-

See BREAKING NEWS, Page 39, Col. 1

NEWSBASED
S
WASHINGTON DC 20014
7101 WISCONSIN AVE
CONGRESSIONAL INFO SERV
ACQ EDITOR
DC 20014CNGLIAO OE 01254 920013
AN JAN81

SALES PER OUTLET

U. S. MARKET

First 6 mos., 1980 Pos.		First 6 mos., 1979 Pos.
1—295	Toyota	245— 2
2—259	Datsun	223— 3
3—251	Honda	266— 1
4—159	Chevrolet	192— 4
5—138	Volkswagen	126— 8
6—127	Oldsmobile	152— 5
7—116	Buick	119— 9
8—107	Ford	149— 6
9— 99	Pontiac	130— 7
10— 98	Mazda	108—10

SALES PER OUTLET

IMPORTED CARS

New-car sales per franchise for leading imports.

First 6 mos., 1980 Pos.		First 6 mos., 1979 Pos.
1—295	Toyota	245— 2
2—259	Datsun	223— 3
3—251	Honda	266— 1
4—138	Volkswagen*	126— 4
5— 98	Mazda	108— 5
6— 95	Subaru	96— 6
7— 64	Mercedes	70— 8
8— 58	Volvo	75— 7
9— 49	BMW	49—10
10— 48	Audi	48—11
11— 35	Fiat	51— 9
12— 22	Peugeot	23—15
13— 21	Saab	24—14
14— 17	Arrow	13—19
14— 17	Porsche	23—15
16— 15	Colt	16—18
16— 15	MG	40—12
16— 15	Triumph	19—17
19— 13	Renault	32—13
20— 7	Fiesta	8—20

*—Includes U.S.-built Volkswagens.

Not all imports share in gains of sales per dealer

Continued from Page 1

rapidly expanding network of American Motors dealers.

MG was down 25 sales per deal; Volvo, down 17; Fiat, down 16; Porsche, down 6; Triumph, down 4; Saab, down 3, and Peugeot, down 1.

The Top 20 makes are compiled according to their sales per dealer, and accounted for 98.58 percent of all the import sales in the U. S. during the first half of 1980. In order to be eligible for the Top 20 list, a make had to sell at least 3,000 cars during the half.

Imports which qualified but did not rank were the Dodge Challenger and Plymouth Sapporo, both built by Mitsubishi.

In the sales-per-dealer tabulation, individual makes are counted separately, regardless of combined franchises or corporate links.

IMPORT SALES PER OUTLET, 1971-80

First-half sales per new-car franchise

	1980	1979	1978	1977	1976	1975	1974	1973	1972	1971
Toyota	295	245	229	254	160	144	132	192	136	143
Datsun	259	223	182	198	137	130	95	134	85	104
Honda	251	266	216	199	105	106	61	53	40	36
Volkswagen	138	126	114	132	89	144	144	213	173	230
Mazda	98	108	50	41	37	104	105	200	96	44
Subaru	95	96	69	55	36	32	20	31	13	7
Mercedes	64	70	54	62	55	52	46	61	48	51
Volvo	58	75	55	50	42	71	54	74	57	63
BMW	49	49	45	49	47	30	30	30	21	19
Audi	48	48	47	41	40	73	83	81	53	57
Fiat	35	51	46	51	43	68	48	48	38	33
Peugeot	22	23	16	21	18	20	12	8	9	11
Saab	21	24	25	23	15	19	15	25	21	19
Arrow	17	13	10	19	8	0	0	0	0	0
Porsche	17	23	30	35	21	30	43	50	41	53
Colt	15	16	12	24	12	19	11	15	14	15
MG	15	40	39	43	34	28	25	33	26	28
Triumph	15	19	25	42	34	27	22	32	27	23
Renault	13	32	25	27	11	11	13	16	14	21
Fiesta	7	8	7	0	0	0	0	0	0	0

1973-80 figures are based on retail sales; figures for prior years are based on registrations.